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ABSTRACT

This booklet presents the principles for professional conduct developed by the College Placement Council, Inc., the national professional association for career planning, placement, and recruitment. It is noted that the principles are designed to provide practitioners with three basic precepts for career planning, placement, and recruitment: (1) maintain an open and free selection of employment opportunities in an atmosphere conducive to objective thought, where job candidates can choose optimum long-term uses of their talents that are consistent with personal objectives and all relevant facts; (2) maintain a recruitment process which is fair and equitable to candidates and employing organizations; and (3) support informed and responsible decision making by candidates. The principles are intended to serve as a framework within which the career planning, placement, and recruitment processes should function, and as a foundation upon which professionalism can be promoted. The document provides a list of 12 principles for career services professionals and a list of 13 principles for employment professionals. Recommendations are given for problem-solving procedures and for obtaining an advisory opinion regarding an interpretation of the principles. (NB)

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for

for Career Services
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Principles for Professional Conduct for Career Services & Employment Professionals

Career services and employment professionals are involved in an important process—helping students choose and attain personally rewarding careers, and helping employers develop effective college relations programs which contribute to effective candidate selections for their organizations. The impact of this process upon individuals and organizations requires commitment by practitioners to principles for professional conduct.

Career services and employment professionals are involved in this process in a partnership effort, with a common goal of achieving the best match between the individual student and the employing organization. The College Placement Council, Inc. (CPC), as the national professional association for career planning, placement, and recruitment, is also concerned with this process. The concern led CPC to the development and adoption of the *Principles for Professional Conduct.* The principles presented here are designed to provide practitioners with three basic precepts for career planning, placement, and recruitment:

* Maintain an open and free selection of employment opportunities in an atmosphere conducive to objective thought, where job candidates can choose optimum long-term uses of their talents that are consistent with personal objectives and all relevant facts;
* Maintain a recruitment process which is fair and equitable to candidates and employing organizations;
* Support informed and responsible decision making by candidates.

Adherence to the guidelines will support the collaborative effort of career planning, placement,

and recruitment professionals while reducing the potential for abuses. The guidelines also apply to new technology or third-party recruiting relationships which may be substituted for the more traditional personal interaction among career services professionals, employer professionals, and students.

These principles are not all-inclusive; they are intended to serve as a framework within which the career planning, placement, and recruitment processes should function, and as a foundation upon which professionalism can be promoted.

As part of CPC's commitment to provide leadership in the ethics area and to facilitate the ongoing dialogue on ethics-related issues, the CPC Principles for Professional Conduct Committee has been established. The committee, made up of representatives of each of the seven regions—Western College Placement Association (WCPA), Rocky Mountain College Placement Association (RMCPA), Southwest Placement Association (SWPA), Southern College Placement Association (SCPA), Midwest College Placement Association (MCPA), Middle Atlantic Placement Association (MAPA), and Eastern College Personnel Officers (EPCO)—will provide advisory opinions to members on the application of the *Principles*, act as an informational clearinghouse for various ethical issues arising within the regions, periodically review and recommend changes to this document, and resolve problems which may arise.

It is important to keep in mind one final point. The *Principles* do not address certain professional obligations to support state and regional associations, professional development programs, salary surveys, and other demographic trend surveys. Obligations such as these are recognized as vital to the continuing growth of our profession, but since they do not relate directly to the recruitment process, they are not addressed specifically in this document. However, the College Placement Council strongly encourages career services and employment professionals to support and participate in these additional activities.

The Board of Governors
THE COLLEGE PLACEMENT COUNCIL, INC.

June 1990

Principles for Career Services Professionals

1. Career services professionals, without imposing personal values or biases, shall assist individuals in developing a career plan or making a career decision.

2. Career services professionals shall know the career services field and the educational institution and students they represent, and shall have appropriate counseling skills.

3. Career services professionals shall provide students with information on a range of career opportunities and types of employing organizations. They shall inform students of the means and resources to gain access to information which may influence their decisions about an employing organization. Career services professionals shall also provide employing organizations with accurate information about the educational institution and its students and about the recruitment policies of the career services office.

4. Career services professionals shall provide generally comparable services to all employers, regardless of whether the employers contribute services, gifts, or financial support to the educational institution or office and regardless of the level of such support.

5. Career services professionals shall establish reasonable and fair guidelines for access to services by employers. When guidelines permit access to organizations recruiting on behalf of an employer and to international employers, the following principles shall apply:

a) Organizations providing recruiting services for a fee shall be required to inform career services of the specific employer they represent and the specific

jobs for which they are recruiting, and shall permit verification of the information. Students shall be informed of any fees for services.

b) Employers recruiting for work outside of the United States are expected to adhere to the EEO policy of the career services office. They shall advise the career services office and the students of the realities of working in that country and of any cultural and foreign law differences.

6. Career services professionals shall maintain EEO compliance and follow affirmative action principles in career services activities in a manner that includes the following:

a) Notifying employing organizations of any selection procedures which appear to have an adverse impact upon a protected classification;

b) Assisting recruiters in accessing protected groups on campus;

c) Informing protected groups about employment opportunities, including those occupational areas where they are underrepresented;

d) Developing awareness of, and sensitivity to, cultural differences and the diversity of students, and providing responsive services;

e) Providing referral services which do not exclude students based upon their protected class status; and

f) Responding to complaints of EEO noncompliance, working to resolve such complaints with the recruiter or employing organization, and, if necessary, referring such complaints to the appropriate campus department or agency.

7. Any disclosure of student information outside of the educational institution shall be with prior consent of the student unless health and safety considerations necessitate the dissemination of such information. Career services professionals shall exercise sound judgment and fairness in maintaining the

confidentiality of student information, regardless of the source, including written records, reports, and computer data bases.

8. Only qualified personnel shall evaluate or interpret tests of a career planning and placement nature. Students shall be informed of the availability of testing, the purpose of such tests, and the disclosure policies regarding test results.

9. If the charging of fees for career services becomes necessary, such fees shall be appropriate to the budgetary needs of the office and shall not hinder student or employer access to services. Career services professionals are encouraged to counsel student and university organizations engaged in recruitment activities to follow this principle.

10. Career services professionals shall advise students about their obligations in the recruitment process and establish mechanisms to encourage their compliance. Students' obligations include providing accurate information; adhering to schedules; accepting an offer of employment in good faith; notifying employers on a timely basis of an acceptance or nonacceptance and withdrawing from the recruiting process after accepting an offer of employment; interviewing only with employers for whom students are interested in working and whose eligibility requirements they meet; and requesting reimbursement of only reasonable and legitimate expenses incurred in the recruitment process.

11. Career services professionals shall provide services to international students consistent with U.S. immigration laws; inform those students about these laws; represent the reality of the available job market in the United States; encourage pursuit of only those employment opportunities in the United States which meet the individual's work authorization; and encourage pursuit of eligible international employment opportunities.

12. Career services professionals shall promote and encourage acceptance of these principles throughout their educational institution, and shall respond to reports of noncompliance.

Principles for Employment Professionals

1. Employment professionals shall refrain from any practice that improperly influences and affects job acceptances. Such practices may include undue time pressure for acceptance of employment offers and encouragement of revocation of another employment offer. Employment professionals shall strive to communicate decisions to candidates within the agreed-upon time frame.

2. Employment professionals shall know the recruitment and career development field as well as the industry and the employing organization which they represent, and work within a framework of professionally accepted recruiting, interviewing, and selection techniques.

3. Employment professionals shall supply accurate information on their organization and employment opportunities. Employing organizations are responsible for information supplied and commitments made by their representatives. If conditions change and require the employing organization to revoke its commitment, the employing organization shall pursue a course of action for the affected candidate which is fair and equitable.

4. Neither employment professionals nor their organizations shall expect, or seek to extract, special favors or treatment which

would influence the recruitment process as a result of support, or the level of support, to the educational institution or career services office in the form of contributed services, gifts, or other financial support.

5. Employment professionals are strongly discouraged from serving alcohol as part of the recruitment process. However, if alcohol is served, it shall be limited and handled in a responsible manner in accordance with the law and the institution's and employer's policies.

6. Employment professionals shall maintain EEO compliance and follow affirmative action principles in recruiting activities in a manner that includes the following:

a) Reviewing selection criteria for adverse impact;

b) Avoiding use of inquiries that are considered unacceptable by EEO standards during the recruiting process;

c) Developing a sensitivity to, and awareness of, cultural differences and the diversity of the work force;

d) Informing campus constituencies of special activities which have been developed to achieve the employer's affirmative action goals; and

e) Investigating complaints forwarded by the career services office regarding EEO noncompliance and seeking resolution of such complaints.

7. Employment professionals shall maintain the confidentiality of student information, regardless of the source, including personal knowledge, written records/reports, and computer data bases. There shall be no disclosure of student information to another organization without the prior written consent of the student, unless necessitated by health and/or safety considerations.

8. Those engaged in administering, evaluating, and interpreting assessment tools, tests, and technology used in selection shall be trained and qualified to do so. Employment professionals must advise the career services office of any test conducted on campus and eliminate such test if it violates campus policies. Employment professionals must advise students in a timely fashion of the type and purpose of any test that students will be required to take as part of the recruitment process and to whom the test results will be disclosed. All tests shall be reviewed by the employing organization for disparate impact and job-relatedness.

9. When using organizations that provide recruiting services for a fee, employment professionals shall respond to inquiries by the career services office regarding this relationship and the positions which the organization was contracted to fill. This principle applies equally to any other form of recruiting which is used as a substitute for the traditional employer/student interaction.

10. When employment professionals conduct recruitment activities through student associations or academic departments, such activities shall be conducted in accordance with the polices of the career services office.

11. Employment professionals shall cooperate with the policies and procedures of the career services office, including certification of EEO compliance or exempt status under IRCA, and shall honor scheduling arrangements and recruitment commitments.

12. Employment professionals recruiting for international operations shall do so according to EEO standards. Employment professionals shall advise the career services office and students of the realities of working in that country and of any cultural or foreign law differences.

13. Employment professionals shall educate and encourage acceptance of these principles throughout their employing institution and by third parties representing their employing organization on campus, and shall respond to reports of noncompliance.

Advisory Opinions

A CPC member/regional association may request an advisory opinion regarding an interpretation of the *Principles* document at any time. The advisory opinion will apply to the situation as explained and will not be considered precedent for a subsequent complaint brought to CPC.

- The member/association shall prepare a written statement detailing the conduct in question. Statements shall include the section, or sections, of the *Principles* to be interpreted relative to the conduct in question.
- The information will be reviewed by the CPC Principles for Professional Conduct Committee and a response given to the member/association.

Problem-Solving Procedures

Questionable practices or problems involving recruiters and career services practitioners shall be resolved between the parties as expeditiously as possible. CPC recommends the following:

- Discuss the incident with all parties involved in the situation. Determine the specifics of the problem.

- Attempt to resolve the incident among the affected parties.
- Refer unresolved concerns to the supervisors of the involved individuals or to other appropriate officials.
- If informal resolution does not meet with success, the parties are encouraged to use the regional association's problem-solving mechanism.

If the problem remains unresolved, complaints or requests for advisory opinions may be presented to the CPC Principles for Professional Conduct Committee for ultimate determination by the CPC Board of Governors. Remedies for violations can include written warning, probation, suspension, and expulsion from CPC membership. For specific details for filing and processing complaints or for requesting an advisory opinion, contact:

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